



MONCLER INAUGURATES ITS FIRST BOUTIQUE IN BOLOGNA

10 October 2018 – Moncler has announced the opening of its first Bologna boutique. In so doing, it has further strengthened its network of stores throughout Italy.

Located inside the renowned Galleria Cavour, a long-time exclusive shopping destination for people from Bologna and beyond, the new boutique is spread out over two storeys, across a surface area measuring around 260 square metres, approximately 150 of which are given over to sales.

Grigio carnico marble features in the entrance, whilst the wood panelling, chène fume wood ceilings and herringbone white Calacatta marble floors create a contrast with the metal, glass and mirror detailing in the display areas. Together they make for just some of the sophisticated decorative elements that define the warm, welcoming atmosphere of Moncler.

The boutique plays host to the Moncler collections for men, women and accessories as well as Moncler Grenoble, the most technical collection featuring garments conceived both for the mountains and for city wear.

MONCLER BOUTIQUE
Galleria Cavour n.1 / I-L-M
40124 Bologna

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.

MONCLER SPA

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